

REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register:	29 October 2001
Name of applicant/court:	Jennifer Mary Ryan, Naomi Service, Renee-Aloise Krall
Applicant to the Labelling Body:	Not Applicable
Title of Publication:	Brass Winter Issue 2001
Other Known Titles:	Not Stated
Director:	Not Applicable
Producer:	Not Applicable
Publisher:	NWD Group Ltd
Author:	Not Applicable
Format:	Magazine
Country of Origin:	New Zealand
Language:	English

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Components of film originally examined: Not Applicable.

Feature:	Running time:
Trailers:	Running time:
	Total running time:

Excision/Alteration: Not Applicable.

Reason(s) for Excision:

Not Applicable.

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Classification Decision:

Objectionable except if the availability of the publication is restricted to persons who have attained the age of 16 years.

Display Conditions:

That when the publication is on public display, the classification given to the publication must be shown on the front of the publication or any package in which the publication is kept.

Descriptive Note:

Not Applicable.

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Direction to issue a label has been given on Not Applicable

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SUMMARY OF THE REASONS FOR DECISION:

The magazine entitled *Brass Winter Issue 2001* is classified as:
Objectionable except if the availability of the publication is restricted to persons who have attained the age of 16 years.

Brass Winter Issue 2001 is a glossy New Zealand magazine aimed primarily at adult heterosexual men and is likely to have greatest appeal to men aged under forty. It contains a miscellany of articles, advertisements and features directed towards this audience. The writing is often humorous and typically adopts a laddish and joking tone. There are also a number of photographs of women posing wearing lingerie.

Although the magazine covers a variety of subject areas, including a number of articles on sports and motor vehicles, it has a significant sexual content. The magazine contains some photographs of sexual activity (although genitalia are obscured) and photographs of female breast and buttocks nudity, featuring women posing in a sexualised manner. The text contains some relatively explicit references to sexual activity, as well as numerous less explicit references to sexual activity and physical attributes of women, and sexual innuendo.

The magazine contains some degrading, dehumanising and demeaning elements in its presentation of women but these are considered to be relatively limited in extent and degree. While these elements have been taken into account in determining the classification of the magazine, the main weighting has been given to the manner in which the publication deals with matters of sex. The magazine has a significant sexual content which, although varying in explicitness, is often express and is clearly oriented towards an adult male audience. The express and adult nature of the sexual material makes it inappropriate for children and young teenagers and may also be disturbing to them. This is particularly so as much of the sexual material is presented in a rather

sexist and laddish joking tone but which is also self satirising. It may require some maturity on the part of the reader to correctly recognise the humorous and self satirising elements and put the sexual material into context. The availability of the publication is therefore likely to be injurious to the public good unless it is restricted to an older audience. Restricting the magazine to persons aged 16 years or over, who by that age are likely to have developed sufficient maturity of judgement to deal with the sexual material, is considered sufficient to minimise the risk of injury to the public good.

The provisions of the New Zealand Bill of Rights Act 1990 have been taken into account in determining this classification. This classification represents the minimum interference with the freedom of expression consistent with Parliament's intention to prevent likely injury to the public good.

OFLC Ref: 101298